CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

Fairclough (2003) sees discourses as ways of representing the processes, relations and structures of the material world and the resources that people use to relate to one another. He emphasizes that different discourses are different perspectives of the world and apart from representing the world as it is, discourses also represent the worlds that are possibly different from the actual world. In the first part of the literature review, the various methods of discourse analysis commonly employed by CDA scholars will be examined i.e. Critical Linguistics, Social Semiotics, Van Dijk's Social-cognitive model, Wodak's Discourse Historical Approach and Fairclough's three dimensional framework. The purpose is to find out which of these approaches will help the researcher answer the research questions set out in Chapter 1.

In the second part of the literature review, various studies that dealt with the ideology on women's body images, beauty and advertising will be reviewed. Due to the dearth of studies that use the theoretical framework derived from CDA to analyze the data on the female body, studies that use other approaches will also be examined.

2.2 Critical Linguistics

Critical linguistics is a method of discourse analysis pioneered by Roger Fowler together with a group of scholars at the University of East Anglia in the 1970's (Fowler et. al., 1979, Hodge and Kress 1979 in Fairclough, 2006a). It is the earliest and one of the most influential linguistically-oriented critical approaches to discourse analysis. According to Fowler (1996: 4) given the mediated nature of representations, producers of text can represent something in many ways and these representations are "moulded by the value-systems … ingrained in the medium" itself. This explains why critical linguistics focuses its analysis on media discourse (Fowler, 1991; Trew 1979 in Fairclough, 2006a). Using Halliday's Systemic Functional Grammar as its analytical framework (Halliday 1978, 1985 in Fairclough, 2006a) Critical Linguistics analyzes media texts to examine how, events, people and objects are represented in the language (e.g. grammar of clauses such as the transitivity system).

The aim of critical linguists is to raise awareness regarding the various topics of social significance such as racism, sexism, inequality in education, war, nuclear weapons, political strategies and commercial practices. Fowler (1996) states that the linguistic model that he advocates uses linguistic analysis to expose misrepresentation and discrimination in public discourse besides providing critical readings of newspapers, political propaganda, interview and so on.

Most of the work in critical linguistics focuses on the working of power in linguistic practices (Kress, 2001). This is because critical linguistics has been influenced by the work of Marx in the 1960s and 1970s in France (Althusser 1971 cited in Kress, 2001). He further elaborates that in critical linguistics, linguistics action is

social action whereby texts are the outward manifestation and that language is an instrument to manifest the social.

Critical linguistics is not a suitable framework for the present research because too much emphasis is placed upon text as a product and too little emphasis is placed upon the processes of producing and interpreting texts (Fairclough 2006a: 28). In the present study, discourse in the promotional texts will be analyzed as i) text, ii) discursive practice and iii) social practice. Therefore, promotional texts will be examined as a product that is produced, distributed and consumed under the influence of the social practice in the Malaysian society.

2.3 Social Semiotics

In general, semiotics is the study of signs. Kress and van Leeuwen (2001) state that there are three schools of semiotics. Firstly, the Prague School (1930s and early 1940s) develops the work of Russian Formalists. Notions such as 'foregrounding' were applied to language as well as to the study of art, theatre, cinema and costume. The second movement, the Paris School of the 1960s and 1970s, employs the ideas from de Saussure and other linguists. The ideas developed by this school are still taught in various courses of media studies, art and design, under the subject 'semiology'. Finally, the third movement of this kind is called 'social semiotics'. 'Social semiotics' which began in Australia in the early to mid 1970s (Fowler et. al., 1979) was inspired from the studies of literature by Michael Halliday, visual semiotics by O'Toole, Kress and van Leeuwen, music by van Leeuwen and other semiotics modes by Hodge and Kress.

Kress and van Leeuwen (2001) state that visual language is not obvious or universally understood, but specific to a particular culture. They further explain that

Western visual communication is greatly influenced by the convention of writing from left to right. In other cultures that write from right to left, or from top to bottom, different values and meanings are attached to the key dimensions of visual space (Lemke, 2009; Halliday 1978 cited in Fairclough, 2006a; Hodge and Kress, 1988). The main concept in any semiotics is the 'sign' and the way in which it is used to create meanings. They further point out that all texts are multimodal in the sense that written language is also a visual arrangement of symbols on a page. As a result of their research on a wide range of mass media material, they have developed a comprehensive theory of visual communication to examine the structure and use of images in text. Among the texts that they have examined are children's books, science textbooks, printed advertisements and newspaper front pages.

Text is multifunctional, i.e. it has ideational function (always simultaneously representing the world) and interpersonal function (representing social relations and identities (Fairclough, 2006a). According to Kress and van Leeuwen (2001) visual design like all semiotics modes carries out two key functions i.e. an 'ideational' function and an 'interpersonal' function (using Halliday's term). By 'ideational' function, it means that visual design represents 'the world around and inside us' while 'interpersonal' function means that visual design enacts social interactions as social relations. Besides that, visual design also performs 'textual' function - the way in which representations and communicative acts join together as a complete and meaningful whole that we call 'text'. Kress and van Leeuwen strongly believe that the analytical scope of critical discourse analysis can be broadened if the analytical framework of social semiotics is employed to the text that incorporates visual images. This is because many domains of public communication have been invaded with visual images where in the past language was the sole and dominant mode (Kress and van Leeuwen, 2001).

In conclusion, social semiotics examines ways of analyzing visual images and the relationships between language and visual images. The researcher did not choose social semiotics as the analytical tool for this research because the main focus of this study is on written text.

2.4 Van Dijk's Social-Cognitive Model

In this model, van Dijk (2002) stresses the importance of analyzing the discourse (e.g. news in the newspapers) in a particular society by taking cognition into account. He defines 'discourse' as a 'communicative event' which includes conversational interaction, written text, images and other 'semiotic' and multimedia dimension of signification. According to van Dijk (2002), 'cognition' encompasses personal and social cognition, beliefs and goals including evaluations and emotions, and any other 'mental' or 'memory' structures, representations or processes involved in discourse and interaction. 'Society' is defined as both the local and global, societal and political structures. A face-to face interaction is an example of a local microstructure of society while group-relations, movements, institutions, organizations, social processes, political systems and more abstract properties of societies and cultures are some of the elements of global societal structures.

Van Dijk's (2002) emphasizes the processes of social cognition in his analysis of practices of news production and news comprehension. He looks at how cognitive 'models' and 'schemata' shape production and comprehension. Media texts are linked to context to demonstrate in detail how social relationships and processes are achieved at a micro-level through routine practices (Fairclough, 1995b).

Van Dijk analyzes text at the ‘macrostructure’ and ‘microstructure’ levels. At the ‘macrostructure’ level, the thematic structure (i.e. the hierarchical organization of the themes or topics) is analyzed. At the ‘microstructure’ level, the semantic relations between propositions (i.e. coherence relations of causality and consequences) are analyzed. His framework is useful for analyzing texts because it takes into account the mental processes that are involved in texts production and comprehension. However, it was not chosen for this study because the present research does not intend to examine the role of social or personal cognition in reading a text.

2.5 Wodak’s Discourse-Historical Approach

According to Wodak (2002), the discourse-historical approach which is often used to examine the historical, organizational and political topics and texts attempts to incorporate a large quantity of available knowledge about the historical sources and the background of the social and political fields in which discursive events are inserted. Wodak (2002) believes that one of the most prominent features of discourse-historical approach is its attempt to work with diverse approaches, multimethodically and on a range of empirical data and background information. She (2002) further points out that the discourse-historical approach analyzes the historical dimension of discursive actions by investigating the ways in which specific genres of discourse are subject to diachronic change. Finally, Wodak emphasizes that the most important characteristic of the discourse-historical approach is the incorporation of social theories into the context that is being analyzed. The discourse-historical approach is often used to analyze political and discriminatory discourses in the newspapers e.g. the linguistic manifestation of prejudice in discourse, incorporated in the linguistic and social context.

Wodak (2002) points out that the discourse-historical approach employs 4 level of analysis:

a) The immediate language or text internal co-text;

b) The intertextual and interdiscursive relationship between utterances, texts, genres and discourses;

c) The extralinguistic social/sociological variables and institutional frames of specific 'context of situation' (middle range theories);

d) The broader sociopolitical and historical contexts, which the discursive practices are embedded in and related to ('grand theories')

(Wodak 2002: 67)

The distinctive features of the discourse historical approach can be summarized below:

a) Fieldwork and ethnography are always incorporated to explore the object under investigation

b) The approach is problem-oriented where specific linguistics items will not be focused on

c) The historical context is always analyzed and incorporated into the interpretation of discourses and texts

Wodak's framework was not chosen for this study because the focus of this study is on text while Wodak's framework includes fieldwork and ethnographic study. The only fieldwork involved in this study is the collection of the print data. Thus, the methodology for Wodak's framework and the methodology for this study are different.

2.6 Fairclough's Three Dimensional Framework

This study will be employing Fairclough's three dimensional framework of Critical Discourse Analysis. According to Fairclough, discourse is in a dialectal relationship with other social dimensions and it functions ideologically. Fairclough (1995a) points out that each discursive event has three dimensions as follows:

a) Discourse as *Text*

The analysis of discourse as a text includes the analysis of generic structure, text dialogic organization, cohesive relations between sentences and relations between clauses in complex sentences, the grammar of the clause and vocabulary. A text includes speech, writing, visual image or a combination of these. For the purpose of this analysis, the researcher will only analyze the text messages that appear in the print advertisements and not the visual images. According to Fairclough (2006a), text analysis can be classified into four main headings: vocabulary, grammar, cohesion and text structure.

b) Discourse is an instance of *Discursive Practice*

The analysis of discourse as a discursive practice involves the processes of text production, distribution and interpretation (or consumption). Discursive practices are viewed as an important form of social practice that contributes to the social world including the social identities and social relations. The nature of these processes of text production and consumption differs between various types of discourse according to social factors. Fairclough (2006a) also stresses that in different social contexts, texts are consumed in different manners. Texts like personal letters are consumed individually while texts like newspapers are consumed by the general public. Processes of production and interpretation are constrained by the internalized social structures,

norms and conventions, orders of discourse, and conventions for the production, distribution and consumption of texts which have been constituted through past social practice and struggle. They are also restrained by the exact nature of the social practice that determines what and how elements of members' resources are drawn upon.

c) Discourse as *Social Practice*

In CDA, the analyst takes into account the wider social practice to which the communicative events belong. The analysis of discourse as social practice involves social conditions that can be categorized as the social conditions of production and social conditions of interpretation. These social conditions are closely related to three different levels of social organization: (i) the level of social situation, (ii) the level of social institution, and (iii) the level of society as a whole (Fairclough, 1995a).

Fairclough's three dimensional framework is suitable for this research because it establishes connections between properties of texts (i.e. print advertisements), features of discursive practice (the processes involved in the production, consumption and distribution of print advertisements) and the socio-cultural practice of the society in question. Fairclough's three dimensional framework provides the resources for the researcher to explain the social practice that is believed to be both constitutive and constituted.

2.7 Advertising and the Female Body

In his book 'Language and Power', Fairclough (2001) draws our attention to the discourse of advertising. According to him, the discourse of advertising has become very prominent within the order of discourse, and therefore has become what Habermas called as 'strategic discourse' i.e. a discourse that is oriented to getting goals or result.

Rahm (2006) claims that advertisement is a genre that is most significant within the order of commercial discourse. Despite the nature of advertisements that have a wide verbal and visual construction that are made up of various genres and discourses, Rahm (2006) asserts that we can still call advertisement as 'one genre of advertisements' for one important reason that it still serves a common communicative purpose: 'selling and promoting some kind of product, image or ideology'.

Fairclough (2001) points out that the discourse of advertising is the direct result of consumerism. He further argues that advertising creates needs and values for people and thus creates consumption communities through the ideology that it conveys. Fairclough highlights that advertisements work ideologically by 'building relations, building images and building the consumer' (Fairclough 2001: 167-168): (i) 'building relations' means that advertising discourse which comprises of an ideological representation of the relationship between the producer of the product being advertised and the audience are actually 'facilitating the main ideological work' (Fairclough 2001: 168). (ii) Advertisements engage their audiences to use the ideological elements in the "members' resources" to create an image for the product being advertised. (iii)Advertisements will draw upon the images that the audiences 'help' them to produce as means to build subject positions as members of the consumption communities.

2.8 Mass Media and the Ideal Female Body

The standard of an ideal female body is never static but changes according to time (Hesse-Biber et. al., 2006; Zuraidah Mohd Don, 2003). The definition of what constitutes an ideal female body evolves at the turn of each decade (Banner, 1983). Grogan (1999) points out that in the 1800s, the idealized female form was still voluptuous and plump. The notion that women must have slim figures in order to be considered as having the ideal figures is a very recent phenomenon which dated from the 1920s (Gordon 1990 in Grogan, 1999). The successful marketing by the fashion industry is said to be the driving force of the idealization of slimness in women.

Dorothy Smith (1990 cited in Grogan, 1999) observes that articles in women's magazines often tell women what they need to do to achieve the ideal body by presenting them with a specific ideal i.e. a "perfect" body.

Media is one of the socio-cultural factors that continually support the attainment of a thin body shape for women (Murray & Beaumont 1996 in Brown, 2006). Mass media such as magazines perpetuates the idealized female body images which in turn produce insecurities and body dissatisfaction among women (Stice & Shaw 1994 in Brown, 2006; Grogan, 1999; Hesse-Biber, 1996; Macdonald, 1995). Dittrich (2004 in Brown 2006) believes that media portray unrealistic images of thinness and give the impression that it is attainable by the average woman. However, she stresses that these images resulted in the misconception that the idealized thin body is the standard body shape that women should aspire to achieve. Women often measure themselves unfavourably against the female models in the media who are slim and have perfect figures (Grogan, 1999; Hesse-Biber, 1996).

The current physical ideal for Western women is a slim body which resembles a newly pubescent girl's body rather than the curvaceous body of an adult woman (Bartky, 1990; Grogan, 1999; Seid, 1989). The female body must not only be slim but must be toned and taut so that no bulges show (Bordo, 1993; Grogan, 1999; Seid, 1989).

According to Grogan (1999), magazines targeted at girls and young women often present traditional slim images as the benchmark of beauty. Eileen Guillen and Susan Barr (1994 cited in Grogan, 1999) who investigated body image in *Seventeen* magazine between 1970 and 1990 summarized in their study that the said magazine has contributed to the notion that thinness is the ideal body image for women regardless of whether they are adults or adolescents.

According to Bridgette Sloan (2007), our body image is largely shaped by the ideas of what is desirable and attractive in the culture that we live in. She points out that in the late 20th century, there has been an increased emphasis on thinness as the beauty ideal for women. She believes that the ideal beauty standards for today's women are largely impacted by the mass media and contemporary fashion trend.

Hammond (1996) argues that many women consider themselves fat though they have a normal BMI. She points out that this is caused by cultural messages that stress the importance of attaining a slim body and avoid obesity. Obese people, according to Hammond (1996) suffer from cultural consequences that encompass negative social interactions, stigmatization, discrimination and economic disadvantages.

2.9 Approach to the Study of the Female Body

2.9.1 Content Analysis

Over the years, researchers who analyzed women's body employed various approaches to conduct their studies. One of the approaches is the content analysis method. Matthai (2005), Christner (2008), Brown (2006), Fay & Price (1994) are among the researchers who employed the content analysis method to analyze their data.

In Matthai's (2005) study, the body image portrayals of female models featured in advertisements in YM magazines targeted at teenage girls were being examined. This study compared the models in the advertisements in this magazine from 1976 to 2004. In this study, Matthai (2005) examines whether there is any increase in the portrayals of ultra-thin females in magazine advertisements. She also examines whether the standard for thinness has become thinner.

In another study by Christner (2008), the content analysis method was employed to analyze the depictions of women's specific body types represented in the advertising content of women's and teen's magazines. The theoretical framework for this study was drawn from Cultivation Theory and Social Comparison Theory. The data was obtained from 12 issues of 6 magazines spanning 5 years from 2003 to 2007. A total of 4107 models were coded in 2686 advertisements from *Vogue, Harper's Bazaar, Cosmo Girl, Seventeen, Ladies Home Journal and Teen Mag*. The advertisements were coded by looking at the model's body type and position. The body types were categorized into Low Body Fat/No Curve, Slightly Curvy, Low Body Fat/Very Curvy, Medium and High Body Fat. One of Christner's (2008) research questions was to find out whether women's magazine advertising suggests specific body ideal to women, minorities and teens.

Apart from Matthai (2005) and Christner (2008), Karen Ruth Brown (2006) employed qualitative content analysis method and Bandura's (1986 cited in Brown, 2006) social cognitive theoretical framework to analyze media representation of female body images in women's magazines. The data for this study was obtained from June's edition of women's magazines i.e. *Allure, Cosmopolitan, Elle, Fitness, Glamour, Harpers, Health, InStyle, Self, Seventeen, Shape, Vogue, Mc Call's, Woman's Home Companion* and *Ladies Home Journal* published in years 1950, 1995, 2000 and 2005. The data collected were coded using Thompson and Gray's (1995 cited in Brown, 2006) Contour Drawing Rating Scale.

Another study that employed content analysis method was conducted by Michael Fay and Christopher Price (1994). The sample of their study was obtained from 2 magazines i.e. *Listener* and *New Zealand Woman's Weekly* from year 1958 to 1988. The aim of this study is to examine the female body shape in print advertisements and the increase of Anorexia Nervosa in New Zealand. In this study, the measurement of the models in the advertisements was taken, e.g. hip, waist, shoulder. They conclude that advertising in New Zealand that presents images of increasingly thin women has connection to the rise of Anorexia Nervosa cases. The focus of Fay and Price's (1994) study is very different from the present study as they focus on media effect while the present study focuses on how advertising linguistically construct the ideal female body shapes and the reasons behind such propagation of the idealized female body.

2.9.2 Sociological Approach

The sociological approach is another popular approach employed by previous researchers to analyze the female body image in the media. Among the researchers who employed the sociological approach to analyze the data in their studies are Jessica M. E. Cummings (1998), Albani (2005) and Ng (2005).

In her sociological study, Jessica M. E. Cummings (1998) conducted focus groups to explore women's opinion pertaining to the presentation of visual media on the ideal female body. The study was designed using a social constructionist perspective to examine how women interpret the visual image of the ideal female body and what are the effects of the idealized image. The symbolic interactionist framework from the work of Berger & Luckmann (1966 in Cummings, 1998), Blumer (1969 in Cummings, 1998) and Thomas (1928 in Cummings, 1998) was employed. Seven focus groups were conducted among the 4th year female students from University of Guelph. The participants age of were between 20's to 60's. Magazines were made available during the focus groups to provide reference for the interview. All focus group were taped recorded and transcribed into textual form for coding. The transcripts were coded using Thematic analysis. Open and axial coding as described by Strauss & Corbin (1990 in Cummings, 1998) was employed to analyze the data in this study.

Francesca Albani (2005) in her thesis entitled "Thinness Matter: The Impact of Magazine Advertising on the Contemporary Beauty Ideal" examines how the visual images in magazine advertisements construct thinness as the ideal beauty standard in three of the most popular fashion magazines in Italy and the United States i.e. *Vogue*, *Glamour* and *Marie Claire* between March and June 2004.

In this sociological study, Albani (2005) examines how print advertisements construct ideal beauty by depicting plus-size bodies as disgusting or abhorrent while eulogizing the thin bodies. The focus of Albani's (2005) study is on the construction of the ideal body type by fashion advertising. Albani (2005) explains that her textual analysis employed a 3-step methodologies advocated by Barbara B. Stern (1991 in Albani, 2005) and Gillian Dyer (1982 in Albani, 2005).

2.9.3 Triangulation Method

Another sociological study on the slimming culture in Hong Kong was conducted by Ng Bo Sze (2005). In her sociological study, Ng (2005) employed triangulation method to analyze her data i.e. discourse analysis, in-depth interviews, participant observation, semiotic analysis and content analysis technique. The data for her study was obtained from slimming advertisements published in the *Next Magazine* in July 1993, 1998 and 2003 respectively.

Besides Ng (2005), Kay Hammond (1996) is another researcher that employed triangulation method to carry out a qualitative and quantitative analysis of women's body image. In her study, she obtained her data from interviews and questionnaires. The five types of questionnaires employed in this study were Rosenberg Self Esteem Scale, The Body Esteem Scale, The weight Locus of Control Scale, Figure Rating Scale and Silhouette Rating Scale. Feminist Poststructuralist Theory, Foucaultian concept of power and discourse analysis were the theoretical frameworks employed in her study.

In this study, 124 Caucasian women aged 18 years and above who lived in Auckland, New Zealand were interviewed and given questionnaires. The women were categorized into 4 groups i.e. normal weight, overweight, women with eating

disturbances and body builders. The women in this study were allowed to use a free description of stereotypes that will be compared with previous research using semantic differential scales. They were also required to physically describe the different types of body figures shown to them.

Kay Hammond (1996) investigates how women of different body types classify different body types and whether there is a stereotyping of a certain body shape. The aim of this study is also to examine whether the level of self-esteem differs in women with different body types and to discover what is rated as the ideal figure in New Zealand.

The strength of this study lies in its triangulation method where qualitative and quantitative methods of analysis were being employed. However, as this is a study that does not focus on textual analysis, the words used by the women to describe the various body types and personality associated to the various body types were presented in the form of tables. There was no lexical analysis performed on the data to examine how words are used to construct the ideal body image for women. This is the key difference between Hammond's (1996) study and the present study.

Triangulation method is also employed by Jaya Ranee (2002) to conduct her research on the language of beauty products advertisements in Malaysia. Survey, questionnaire, and qualitative analysis were being employed in her study. Jaya Ranee (2002) obtained her data from 2 popular local women's magazines i.e. *Her World* and *Female* from January to December 2000 that feature facial products and slimming services.

The lexical items obtained from the data were categorized as neutral collocations, positive collocations, negative collocations, nouns, adjectives and verbs. A survey was also conducted on 100 women who live and work in Kuala Lumpur, Petaling Jaya, Melaka and Johor Bahru. All women selected for the survey are readers of either one or both of the magazines. The advertisements are examined again to obtain the frequency count and percentage distribution of words based on the connotations and the collocates that the lexical items carry.

The strength of this study lies in its triangulation approach where a survey was conducted before deciding on the categorization of the connotation and collocates of lexical items collected during stage one. Furthermore, the researcher also combined both qualitative and quantitative method in the analysis of data.

2.9.4 Feminist Media Theory

Apart from the triangulation method, previous researchers also employed Feminist theory to conduct their studies on female body. Kwan (2004) who conducted a study on bra advertisements in magazines, employed feminist theory on the naturalization of patriarchal heterosexual ideology on women as the theoretical framework of her study. Apart from feminist theory, she also employed Stuart Hall's concept of encoding and decoding and John Berger's analysis of contemporary advertisements in her theoretical framework.

Gallagher and Hébert (2007) who have conducted a study on television makeover programmes also employed feminist media theory by Durham (1999) as their theoretical framework. In this study, they examined the ideological impact of patriarchy in relation to the socially constructed ideals of beauty represented in the media texts.

Selected episodes of 3 makeover programmes were examined i.e. *A Makeover Story*, *What Not to Wear* and *Extreme Makeover*. Gallagher and Hébert (2007) assert that with the creation of the makeover programmes, beauty is now being positioned as a commodity that can be purchased and sold to assist women to achieve a sense of belonging. The focus of this study is on the power relation of media representations towards women's bodies. Analyses were conducted on the sample of episodes from the 3 selected makeover programmes.

This study is enlightening because it reveals the problematic relationships between women's bodies and the idealized body shapes portrayed in the media. However, due to the theoretical framework employed in this study, there was no deliberation on the exact linguistic items used by the participants of the makeover programmes to describe their body parts before and after undergoing the makeover procedures. This study also did not examine what was the reason behind the social construction of the ideal appearance for women. Therefore, a CDA perspective will prove to be beneficial for such study in order to achieve a more holistic view pertaining to the issue of women's body image.

The present researcher notes that studies on female body that employed CDA framework are scarce as compared with those that employed other types of framework. Nevertheless, these studies will be discussed in the following section.

2.9.5 Critical Discourse Analysis

Previous researchers that employed CDA as their analytical tool are Zuraidah Mohd Don (2003), Rahm (2006), de Felippe Bohlke (2008), Zuraidah Mohd Don and Knowles (2009), Pienaar (2006), Jeffries (2007) and Coupland (2007).

In a CDA study on advertisements in women's magazines and beauty product's promotional materials, Zuraidah Mohd Don (2003) examines discursive strategies employed by the promotional texts to construct the idealized feminine beauty that propagates gender inequality and oppression. By using Fairclough's 3 dimensional framework, Zuraidah (2003) also examines how discourse functions to propagate ideologies about "feminine beauty myth" and influence the female target audience to accept the message as truth rather than merely a construction. She believes that advertising play an important role in sustaining and promoting the ideological systems behind the "feminine beauty myth".

The data for Zuraidah's (2003) study were obtained from women's magazines and promotional materials that mainly feature facial beauty products. It is unlike the present study where the data will be obtained from the slimming advertisements published in the local English newspapers. By examining the slimming texts, the present researcher will focus on the linguistic properties employed by the advertisers to construct the idealized body image for women in Malaysia.

In another CDA study, Rahm (2006) obtained his data from the main regional newspaper in southern Sweden i.e. 'Sydsvenska Dagbladet'. His data consists of 15 direct mails and advertising supplements. Rahm (2006) draws on the framework of

Hermeren (1999 in Rahm, 2006), Fairclough (1992 in Rahm, 2006; 1995b; 2003) and Rahm (2002 in Rahm, 2006) to carry out intertextual analysis on the advertisements.

Besides intertextual analysis, multimodal analytical method is also being employed to analyze a Brazilian television advertisement featuring a weight loss management drug called Xenical. In this CDA study, Rossana de Felippe Bohlke (2008) obtained her data from the Brazilian television channels from year 2004 to 2006. The theoretical frameworks employed in this research are semiotic-discursive content analysis, Systemic Functional Linguistics (for analyzing verbal resources) and systemic grammar of images by Kress and van Leeuwen (1996 in de Felippe Bohlke, 2008) (for analyzing the visual images). The principles of CDA in the area of textual description are also utilized to bridge the textual and contextual dimension of the data.

de Felippe Bohlke's (2008) research aims to analyze advertising discourse and gender in the area of discursive-semiotic construction of gender identities to reveal how discourses produce, maintain and constrain people within social positions and relations. This study demonstrates that language and image are socially shaped and can be employed to shape the ways women manage their bodies. By using CDA as one of the analytical tools, the author identifies the types of discursive gender denomination and normalization employed by the pharmaceutical industry through television advertisements to judge and prescribe the ideal female body image.

In this study, de Felippe Bohlke (2008) has put more emphasis on the analysis of visual image as compared to lexical analysis. This is the key difference between her study and the present study. Secondly, this study examines the unequal power relations within gender negotiation i.e. gender inequalities in the standard for beauty. In the

present study, the main focus is to examine how lexical choices are employed by the advertisers to construct an ideal woman's body image.

Another CDA research was carried out by Kiran Merle Pienaar (2006) to examine women's oppositional discourse on the ideal female body. Systemic Functional Grammar is also employed to analyze the grammatical categories represented in the main grammatical processes. In this study, 3 extracts of body talk conversation were examined. Conversational data was collected from 16 White adolescent English speaking women aged 14 to 18 years who lived in South Africa. The conversations were recorded, transcribed and analyzed.

Pienaar (2006) elicited the body talk data using 3 stimulus exercises designed to encourage discussions on topics such as overweight female body, dieting and the ideal body. The participants were encouraged to discuss what they think constitutes a "normal" female body, an "abnormal body" and the Western definition of female fatness and thinness. The research focus is on the areas of contradiction and contestation in the body talk conversations.

Pienaar's (2006) study examines the ideologies that are being reflected and perpetuated in the discourses associated with the ideal female body. The researcher also investigates whether the young women are reproducing, resisting or transforming traditional assumptions about what is beautiful and desirable in a woman. The limitation of Pienaar's (2006) study is that it only analyzes 3 extracts of transcribed conversations. Moreover, the conversational data were not being lexically analyzed. Therefore, this study is not able to determine the exact words used by the participants to describe the ideal and non-ideal female bodies.

One of the most significant studies on the female body that draws upon CDA as the analytical framework was conducted by Lesley Jeffries (2007). In her book entitled "Textual Construction of the Female Body: A Critical Discourse Approach", Jeffries (2007) attempts to answer some fundamental questions with regards to the representation of women's bodies in the early 21st century. By employing a CDA perspective in a systematic manner to a large body of texts, Jeffries (2007) examines in detail the representations of the female body in the contemporary mainstream magazines for women and girls obtained from the main news agents i.e. W.H. Smith in the centre of Leeds, West Yorkshire, UK in the month of February 2000.

Jeffries (2007) clarifies that the tools of analysis employed in her book are for the purpose of finding out the ideational and ideological functions of texts. The analytical categories that are employed by Jeffries (2007) are *naming, describing, equating, contrasting, enumerating and exemplifying, assuming, implying, creating time and space, presenting processes and states, and presenting opinions* (Jeffries 2007: 17). In her study, Jeffries (2007) also explores the uncommon tools of analysis in CDA i.e. 'equating', 'contrasting', 'enumerating and exemplifying'.

Jeffries' (2007) study has shown how the representations of the female body in the periodical publications may have influenced the perceptions of the female body in the 21st century in the United Kingdom specifically and in other parts of the world in general. This book can be considered as a major milestone in CDA because analysis on textual construction of women's body image utilizing CDA perspective is quite limited in the present literature. Jeffries (2007) analyses are well organized and covered various linguistic tools that are useful for analyzing texts especially those analytical tools that are not commonly employed by CDA researchers such as enumerating and

exemplifying, assuming and implying. She (2007) provides a wide range of examples to illustrate the points that she brought forth in her analyses and uncovers the various ideologies surrounding women's body image. Therefore, her research has indeed provided valuable insights to other CDA scholars who are interested to replicate her study in their own unique environment.

Another CDA study on skincare product advertisements and features in popular magazines aimed at both female and male consumers was conducted by Justine Coupland (2007). The data for this study were chosen from magazines titles that concerned with bodily issues and grooming such as *Cosmopolitan, Good Housekeeping, Marie-Claire, New Woman, Red, She, Tatler, Vogue, Woman and Home* and *Zest*. The men's magazines were *Men's Health, GQ* and *Esquire*. The magazines were published in the U.K. between January 2004 and April 2005. The magazines were sampled on 3 occasions, in Spring 2004, Summer 2004 and early 2005. The data set comprised of 40 magazines in total.

Coupland (2007) takes a critical-pragmatic perspective, focusing on ideological presuppositions about cultural constructions of ageing and gender. Special focus was given to the semiotics of the visibly ageing face. The data was used to examine the discursive means by which popular media discourses negotiate 'ageism' in particular the face. The research question was to find out what new strategies have advertisers found to prioritize their products for the female market. The analysis examines advertisements and features that make claims about enhancing the appearance of the body and the face using two main types of products i.e. skin care products marketed as moisturizer and sun-protection products. This study focuses on how the

advertising texts employed discursive strategies to convince their potential customers that their products can reverse the signs of ageing.

Zuraidah Mohd Don and Knowles (2009) carried out intertextual analysis on selected skincare advertisements in *Female* magazine in Malaysia. CDA framework was employed to analyze the data. The interdiscursive character of the texts was scrutinized using Fairclough's analysis of the discursive practice to determine whether the texts retain the traditional order of discourse or have been embedded with other genre and discourses which resulted in a hybrid text.

2.9.6 Research Sites

The literature review demonstrates that most researchers in the previous studies collected their data from magazines targeted at women or teenage girls. Some researchers examine non-product specific advertisements while others only focus on product specific advertisements in the magazines. Both Brown (2006) and Jaya Ranee (2002) focus on non-product specific advertisements published in women's magazines while Christner (2008) and Jeffries (2007) examine the advertising contents of magazines for both women and girls. Matthai (2005) on the other hand analyzes non-product specific advertisements featured in teenage girls' magazines.

Researchers that examined product specific advertisements are Kwan (2004), Ng (2005), Albani (2005), Zuraidah and Knowles (2009), Coupland (2007), Zuraidah (2003) and de Felippe Bohlke (2008), Kwan (2004) focuses on bra advertisements while Ng (2005) examines slimming advertisements featured in women's magazines. Albani (2005) put her focus on fashion advertisements that market high class fashion items such as sexy underwear and elegant dresses. Zuraidah and Knowles (2009) analyze

skincare advertisements in women's magazines while Coupland (2007) examines skincare product advertisements and features from magazines targeted for both male and female. Likewise, Zuraidah (2003) examines beauty products advertisements in women's magazines and promotional materials.

There are only two studies that obtained their data from television advertising or programme. de Felippe Bohlke (2008) examines television advertisement featuring a weight loss management drug while Gallagher and Hébert (2007) focus on makeover programmes in television.

Rahm (2006) is the only CDA researcher that examines direct mails and advertising supplements from newspaper. Cummings (1998) obtained her data from focus groups while Hammond (1996) obtained her data from interviews and questionnaires. Ng (2005) who employed triangulation method also obtained her data by conducting in-depth interview with her participants. Jaya Ranee (2002) who also employed triangulation method conducted surveys and questionnaires to complement the data she obtained from women's magazines.

Overall, the majority of studies examined data obtained from magazines targeted to women and girls. Therefore, the present researcher attempts to examine advertisements extracted from the local newspapers in order to bridge the gap in the previous studies.

2.10 Analysis of Visual and Linguistic Data

2.10.1 Images

From the literature, majority of the studies focused on visual images in the advertisements with minimal analysis on the lexical items. Studies that examined the visual images in advertisements were conducted by Albani (2005), Kwan (2004), Brown (2006) and Cummings (1998). All these studies did not employ CDA framework.

Albani's (2005) study mainly focuses on the visual images of magazine advertisements that portray women according to the dichotomy of thinness and fatness. In many cases, fat women are painted in a negative light. Due to the nature of her study that focuses on semiotic analysis, she does not put much emphasis on the lexical items that appear in the advertisements. Therefore, lexical analysis will be able to complement her data analysis in revealing the ideological messages that are embedded in the texts. This is because linguistics elements are also key constructs in the cultural and social system that can reveal how contemporary beauty ideal is being constructed linguistically. Nevertheless, her study has contributed to the literature on the portrayal of female body image in magazine advertising.

In another study that focused on visual images, Kwan (2004) examines the position of the male and female models in the bra advertisements and their eye contact with the readers. She also carried out a minimal analysis on the slogan in the bra advertisements. The purpose of this analysis is to examine the presentation of femininity in some contemporary bra advertisements to further examine the idea of bras meeting men's specification and promoting heterosexuality or the "male gaze". The

analysis focuses on the hidden patriarchal and heterosexual ideology in addition to the internalization and naturalization of such ideology in women.

This study is very different from the present study as its main focus is on the visual image of advertisements. There is very minimal lexical analysis on the advertisements apart from the analysis of the slogan of the 8 bra advertisements. This study is slightly flawed as it does not have a literature review and methodology chapter in the thesis. Furthermore, this study only examined 8 advertisements which are rather inadequate. Therefore, further studies that focus more on the lexical aspect of print advertisement is necessary to examine how advertisements construct the ideal figure for women.

As this is a study that relies heavily on the visual images in the advertisements, lexical choices are not examined. Therefore, this study does not reveal how the ideal women's body image is being constructed by the advertising texts. Due to the non-CDA framework of analysis, there is no explanation on the reason behind the production of specific body ideals in advertisements. Hence, the present study will be able to bridge the gap.

The purpose of Brown's (2006) study is to ascertain the perception of 5 female coders on the photographic content of women's magazines that were most popularly read by female undergraduate students (according to Simmons Market Research Bureau 2003 in Brown, 2006). This study also aims to investigate whether thin media images were the most common type of female body images shown in photographic advertisements and articles in those magazines.

The key difference between Brown's (2006) study and the present study is that Brown's (2006) study is driven by images of female body while the present researcher focuses on the lexical items in the slimming advertisements. As Brown's (2006) study does not employ CDA framework to analyze its data, there is no explanation on the reason behind the increasing media representations of the thin body.

Cummings (1998) examines how women interpret the presentation of visual image of the ideal female body in women's magazines. The research aims to investigate whether women view the images in the media as the ideal or otherwise. She also investigates the effects of the idealized image on women.

In another study by Ng (2005), the nature of slimming discourses were being examined to explicate the promoted slimming ideals, messages, ideologies and discursive alternatives available in slimming advertisements published in women's magazines.

Ng's (2005) study on the slimming culture in Hong Kong has contributed to the understanding of slimming trend in Hong Kong. Her in-depth interviews with the different groups of women demonstrate that women in Hong Kong practise resistance in varying degrees when they encounter with slimming discourses in the print media. However, due to the nature of sociological analysis, there is inadequate focus on lexical analysis on the promotional texts. It is noted that there are insufficient examples of lexical items in the analysis. Although Ng (2005) categorized the lexical items into groups under elements of slimness, beauty and health, there is inadequate extracts from her data to demonstrate the contexts when the words are being used. Due to its

sociological framework, Ng (2005) also did not explain the reasons behind the construction of the ideal body image for women by the print media in Hong Kong.

2.10.2 Linguistic Data

Linguistic data that will be discussed in this section will be lexical choice, grammar and intertextual analysis.

2.10.2.1 Lexical Choice

Studies on lexical choices were conducted by Jaya Ranee (2002), Zuraidah Mohd Don (2003), Jeffries (2007), Hammond (1996), Pienaar (2006) and Coupland (2007). The aim of Jaya Ranee's (2002) study is to explicate the stereotypes that are commonly found in product advertisements. Even though Jaya Ranee (2002) carried out lexical analysis on her data, the lexical analysis is still very much on a surface level whereby the researcher only provides list of words according to categories of positive, negative and neutral collocates but did not provide explanation on why such words are rampant in the local magazine advertisements. Furthermore, this study also did not provide any explanation for the reason behind the production of such promotional texts. This is where the CDA framework can be a useful tool for this type of analysis in the future.

Texts in advertisements and other mass media often depict the idealized body using positive lexical items. On the other hand, negative words are used to describe a non-ideal body shape. Jeffries (2007) states that the adjective that is normally used to describe the slimming achievement is also extended to illustrate the weight loss e.g. a *fantastic* 8 st 5 lb lighter; lost an *amazing* 9 st. Jeffries (2007) argues that due to the overwhelming presence of the descriptive adjectives to construct the opposites, the

readers of the texts will be ever pressured to conform to the *perfect*, *natural* and *normal* body by whatever possible methods.

Likewise promotional texts often capitalized on positive lexical items to describe the efficacy of a beauty product. Lexical analysis on advertising discourse is able to demonstrate that discourse has the power to construct the idealized image of feminine beauty (Zuraidah Mohd Don, 2003). Zuraidah Mohd Don (2003) points out that semantic contrast and negative lexicalization are heavily employed in the promotional texts in order to convince the recipients that the product is able to transform a woman with many flaws (e.g. lines and wrinkles, bulging tummy, unsightly fat) into a perfect or mythical feminine beauty (e.g. smooth and radiant skin, trim and firm body). Besides lexicalization, 'adjectives' and 'adverbs' are heavily drawn on to describe the benefit of the products. e.g. 'active firming' eye cream, 'pore-refining' cream, 'instantly' moisturizes, 'remarkably' soft etc.

Another interesting point highlighted by Jeffries (2007) in her analysis is that the large number of adjectives employed in the women's magazines can be categorized as hyponyms of either good or bad. Jeffries (2007) states that while the problem is depicted in a negative light, the solution is painted positively. She argues that the problem is actually a constructed one because the ideology of her culture values the pre-maternal, young and 'full' shape. As observed by Jeffries (2007), majority of the adjectives employed in the women's magazines are in the form of superlatives e.g. *perfect* body, *amazing*, *gorgeous* curves, *ideal* weight. Jeffries (2007) argues that the frequent use of words like *perfect* and *ideal* in the data reinforce the ideology of the ideal body. She points out another ideology which she labeled as the ideology of the unchanging body. This ideology according to Jeffries (2007) is being reinforced

repeatedly especially in the post-natal texts where the mother is expected to regain her flat stomach after pregnancy. The texts seemed to imply that the condition of the female after childbirth is unnatural and unhealthy and it must be 'fixed' (Jeffries 2007: 89).

Jeffries (2007) claims that slimming texts contain the clearest positive-negative adjectives. Some positive adjectives extracted from her data (i.e. Slimmer Magazine) are: *fit* and *healthy*; *balanced*; *content* and *happy*; *healthy* lifestyle. On the other hand, the negative adjectives are: *overweight*; *ugly*; *poor* body image (Jeffries 2007: 93). Some cosmetic surgery texts, according to Jeffries (2007), have the tendency to overstate the positive to the extent that it has the effect of positive modality. The examples of positive adjectives that employ intensifiers and superlatives are: *extremely* fit, *perfect* shape; *wonderfully flat* tummy; *so much more* confident; *miracle* cure, the *perfect* body; *marvelous*; *super-slender*; *super-skinny*; *fantastic*-looking blonde. On the other hand, excess fat is described negatively in the plastic surgery texts by using phrases with negative adjectives such as *baggy* folds; *baggy* skin; *loose* muscles; *slack* muscles; *loose* skin.

Jeffries (2007) points out that the superordinate contrasts such as 'good-bad', 'normal-abnormal' are created by pregnancy texts where the pre-pregnancy body is regarded as normal while the post-pregnancy shape is considered as 'abnormal' and unacceptable. She argues that this type of contrast created by pregnancy texts is due to the universal ideology of 'an ideal, youthful and unchanging body shape' that can be attained even after the process of pregnancy that in reality changes women's bodies drastically. Jeffries (2007) points out that despite the fact that pregnancy changes women's body shapes, the magazines are sending out a different message to women. Similarly, for 'enumeration' and 'exemplification', Jeffries (2007) notes that the data

are also reinforcing the ideology of the ‘culturally dominant ideal body shape’ and other common stereotypes (Jeffries 2007: 128).

On a similar note, Hammond (1996) in her study on women’s body image discovered that desirable body types of normal weight and muscular physique were positively described while the undesirable overweight body were negatively described by all the four groups of women in her study.

In the present study, the researcher also discovered numerous positive and negative lexical items in the slimming advertisements. Positive adjectives are employed to depict the slim body shapes while negative adjectives are utilized to highlight the fat body parts and paint them in a negative light.

Pienaar (2006) points out that the young women in her study defined overweight, flabby and ageing body as unattractive. Moreover, unattractive women were negatively labeled using dysphemisms such as “swamp donkey” and “siff ass girl”. In the present study, the researcher also discovered negative labeling in the data which is employed to label women who have larger bodies.

According to Coupland (2007), the advertising texts construct ageing as a problem for both men and women. However, he notes that the texts used markedly gendered strategies to describe the ageing for men and women. In the advertising texts, women as young as in their 20’s are advised to delay the signs of ageing whereas for men, ageing comes in at a later stage when he is in his 50’s.

2.10.2.2 Grammar

In this section, studies that examined transitivity and modality in magazines and advertising texts will be discussed. Transitivity and modality are tools employed by Jeffries (2007) to analyze the linguistic data in magazines for women and girls. In the area of transitivity analysis, Jeffries (2007) points out that there is a lack of material action verbs in many of the texts. However, she notes that most of the intentional material action verbs in her data are in the imperative form. These imperative forms are mostly found in dieting, exercise and pregnancy advice texts to instruct readers on how to behave.

Jeffries (2007) highlights that the slimming stories in her data, the protagonists are shown to be actively out of control in the early stages and portrayed as actively in control in the later stage after they passed through a “turning point”. According to her, material action verbs can also be found in the celebrity fitness article where women in the article are portrayed as not only successful but slim. Jeffries (2007) notes that one of the reasons that a high number of intensive verbs (the verb ‘be’) exists in the texts is because they are useful for definitions and explanations i.e. they have a pedagogical role.

Jeffries (2007) asserts that agentless passive is used to put body parts in subject position in order to foreground the process which is performed to them without identifying the agent e.g. “a tummy tuck can be carried out”, “so much fat has been removed”, “stretch marks may be cut out”. She summarizes that the analysis of transitivity processes in the texts demonstrates that women are portrayed as not having agency in relation to their bodies, except when they eat too much or when they enrolled themselves into a regime that can transform them into slimmer person.

In the analysis of modality, Jeffries (2007) points out that epistemic modality which has low levels of certainty is found in texts that are more pedagogical. She notes that writers in the magazines use epistemic modality to hedge so that they are free to deliver information without being seen as overstating their case. Jeffries (2007) highlights that quotations from "experts" such as plastic surgeons often employed weaker epistemic modality such as *may* and *could* to distance themselves from what they deem as bad practices. She argues that deontic modality is widely used in teenage magazines as this type of modality will not surprise the readers. This is because young girls are used to adults telling them what should and should not be done. Deontic modality according to Jeffries (2007) asserts the right of the writer to inform readers what must be done to achieve a certain result. She notes that the advice is usually accompanied by the quotation of an expert which is often embedded into the text via free direct speech.

Jeffries asserts that the use of modality in female magazine texts is "to create and sustain the authority of the writer in informing the reader and telling her what she should do" (Jeffries 2007:193).

Chan (1999) who carried out discourse analysis on 20 pieces of selected magazine advertisements examines how modality is employed in the language of advertising. She focuses on the distribution pattern of the various types of grammatical markers and modality. The advertisements range from beauty products to mobile and health products. Her analysis (1999) demonstrates that modifiers and adjectival expressions dominate the grammatical markers of modality in the language of advertising. She explains that the high frequency of modality in advertising texts is because advertisements aim to sell products. In her analysis, the modal auxiliaries "can"

and “can’t” occur as epistemic modality. She notes that the modal “will” which occurs quite frequently in the advertising texts functions as epistemic modality of predictability. She points out that by using the modal “will” the advertisers are predicting the performance of the product and express the writer’s confidence and certainty in the truth of the proposition.

Chan’s (1999) data analysis demonstrates that the modal “may, must, might, could, would” are the least frequently used in her data because they are weaker forms of modality. She further states that deontic modality is not frequently used in advertising texts because advertisers want to be polite to their potential customers in order to maintain a friendly relationship with them.

2.10.2.3 Intertextual Analysis

Besides lexical and grammar analysis, advertisements on beauty products are also examined at the intertextual level. Rahm (2006) explores the function of interdiscursivity in advertising genres by examining text types, genres and styles with special attention given to hybridization. By employing intertextual analysis, the author attempts to elucidate how manifest intertextuality and interdiscursivity with other genres and discourses achieve the semiosis of layout, text patterns, genres and styles. Kress and van Leeuwen's (1996 in Rahm, 2006) framework is employed to analyze the interplay between pictures and texts in the advertisements.

The strength of this study lies in its triangulation framework where the data is analyzed in both aspects: texts and pictures. The pictures in the advertisement are analyzed using Kress and Van Leeuwen's (1996 in Rahm, 2006) framework. However, Rahm did not perform lexical analysis on his data. The present researcher did not choose intertextual analysis to analyze her data due to the nature of slimming advertisement text that are quite brief. Therefore, focusing on lexical analysis will be more fruitful as it will clearly demonstrate how the ideal body image is being constructed by the local print advertisements.

Zuraidah and Knowles (2009) conducted an intertextual analysis to bring to light the strategies employed by skincare advertisements in women's magazines to market their products. Their study attempts to examine "how these advertisements contribute to the commodification of youthful facial skin" (Zuraidah and Knowles 2009: 3). They attempt to demonstrate how contemporary advertisements play a part in moulding and influencing women on the ideal facial appearance. This study investigates

the discursive practice in the advertising texts in *Female* magazine in relation to the spread of consumer culture across the contemporary Malaysian society.

Zuraidah and Knowles (2009) argue that due to the fear of ageing in the female culture in our society, the beauty industry takes advantage of this insecurity as the key marketing strategy to promote their anti-ageing products and cosmetic surgery. They assert that the discourse of the body in women's magazines equates ageing with ugliness. According to them, ugliness is painted as a disease that the beauty industry holds the cure. They point out that normal bodily changes such as wrinkles, fine lines and loss of skin elasticity are described as 'problems' by the advertisements of which women are empowered to accept the 'problems' or solve the 'problem' by using the prescribed products.

One of the texts analyzed by Zuraidah and Knowles (2009) was the *La Mer* promotional text. They point out that the text demonstrates high commitment to truth. This is because present tense was employed throughout the text to describe the properties of the product. Besides that, they also highlight that the text is also a new hybrid of promotional text as it contains the characteristics of a magazine article, an interview and an instructional genre. According to Zuraidah and Knowles (2009), the *La Mer* text also contains other discourses such as scientific discourse, narrative genre and corporate advertising discourse that resulted in the blurring of boundaries of contemporary popular discourse.

2.11 The Relationship Between The Present Study And Previous Works

Jaya Ranee (2002) categorized the lexical items obtained from the advertisements as neutral collocations, positive collocations, negative collocations, nouns, adjectives and verbs. Her categories of positive and negative collocates are useful reference for the present researcher as the guiding principle to categorize words into positive and negative lexical items.

The present researcher also refers to Zuraidah Mohd Don's (2003) study on beauty products advertisements to gain some insights on what are the linguistics strategies employed by the advertisers to describe the female body parts. The present study draws on the negative and positive presentation of the female form from Zuraidah's (2003) study to analyze the slimming advertisements in the print media. Zuraidah (2003) points out that the strategy of negative lexicalization was employed to expose the flaws in the female body parts while positive lexicalization was used to glorify the condition of the female body after using the products. The device of positive and negative lexicalization in Zuraidah's (2003) study is also present in the data of the present study.

Jeffries's (2007) research proves to be another useful reference for the present researcher especially in the area of positive and negative adjectives. Jeffries (2007) examines the adjectives and adverbs in terms of the level of intensity, compound adjectives and superlatives employed by the advertisers. She highlights that majority of the adjectives can be classified as hyponyms of either good or bad. The categories of positive and negative adjectives in Jeffries (2007) study provide valuable guide for the present researcher to examine her data in the similar light.

Jeffries's (2007) analysis also demonstrates that the advertisers employed the strategy of 'contrast' such as normal versus abnormal and good versus bad to construct the ideal and non-ideal female body image. The present researcher also examined her data in similar light and discovered that similar linguistics strategies were being used in the slimming advertisements in Malaysia.

Apart from linguistics strategies, the present researcher also gained better understanding on the ideology of the perfect female body and the naturalization of the ideal female body by referring to the work by Jeffries (2007).

2.12 Conclusion

The various studies that have been reviewed draw our attention to several important points pertaining to the construction of women's ideal body image in advertising. Firstly, most of the studies (Jeffries, 2007; Ng, 2005; Albani, 2005; Jaya Ranee, 2002; Christner, 2008; Grogan, 1999; Brown, 2006) demonstrate that advertising always portrays the female ideal body image as slim and young, even after going through the process of pregnancy. The ideology of the 'perfect and unchanging body' (Jeffries, 2007) is quite obvious in the print advertisements and most studies (Jeffries, 2007; Ng, 2005; Albani, 2005; Jaya Ranee, 2002) point out to the dominant patriarchal beauty standards (i.e. male expectations) in the society as the source of such ideology. The studies also highlight that the ideology of the slim ideal has become a naturalized ideology to the extent that women consider it as absolute truth rather than a construct.

Secondly, studies that focused on lexical analysis (Jeffries, 2007; Zuraidah Mohd Don, 2003; Jaya Ranee, 2002) reveal that print advertisements capitalized on the

use of carefully chosen positive adjectives and adverbs to paint the slim body in a positive light. Women with slim bodies are deemed to possess self-confidence, success and happiness. On the other hand, the fat body is depicted negatively in the promotional texts with the use of negative adjectives and adverbs to magnify the 'flaw'. The fat body is often described as a problem that has to be corrected or transformed in order to meet the highly acclaimed slim ideal. Similarly, in the present study, the author also discovered many print advertisements that employed positive and negative adjectives and adverbs to imbue the ideology of the slim ideal among the Malaysian women. Indeed, advertisements contained ideologically-laden messages as emphasized by Jeffries (2007). Another point to note from the literature is that women who have successfully slimmed down to the ideal figure are often described as free from all problems in their lives though in reality, this may not be the case.

As pointed out by Albani (2005), the contemporary popular culture has the tendency to eliminate diversity. As a result, women of colour are being judged according to the 'white' ideal. Likewise, the present study also reveals that print advertisements in Malaysia construct the female ideal body image very closely to the standards set by the contemporary popular culture thus eliminating diversity.

From the literature review, it is gathered that majority of the studies obtained their data from women's magazines (Jeffries, 2007; Jaya Ranee, 2002; Brown, 2006; Fay & Price, 1994; Albani, 2005; Ng, 2005; Christner, 2008; Kwan, 2004; Zuraidah Mohd Don, 2003) while two other studies (Gallagher and Hébert, 2007; de Felippe Bohlke, 2008) obtained their data from television advertising or programmes.

At present, studies that focused on women's body image employing CDA framework is still lacking. Studies on the visual images of female body are evidently more than studies that examined the lexical choices in the texts. Apart from Jeffries' (2007) and Zuraidah's (2003) studies, most studies do not put much emphasis on lexical analysis in the promotional texts.

Moreover, previous studies tend to focus on media effects (Fay & Price, 1994; Mooney et. al., 2004; Mapgaonkar, 2005) rather than how the media construct the ideal body image. Therefore, the literature substantiates the need for this present study that will examine how the ideal body image for women are being linguistically constructed by slimming advertisements published in the local English newspapers. Therefore, it is hoped that the present study will be able to contribute to a better understanding on the role of advertising in the construction of women's body image.